

**WEST JEFFERSON HILLS SCHOOL DISTRICT
THOMAS JEFFERSON HIGH SCHOOL
MANAGEMENT AND MARKETING**

GRADES 11 - 12

Curriculum Strand: Entrepreneurship opportunities

<p style="text-align: center;">NBEA Academic Standards</p> <p>Student must be able to do</p>	<p style="text-align: center;">Objective</p> <p>Content or process student will be able to know and do</p>	<p style="text-align: center;">Instructional Methods</p>	<p style="text-align: center;">Materials/ Resources</p> <p>Textbooks, trade books, workbooks, software, hardware, etc.</p>	<p style="text-align: center;">*Assessment Procedures</p> <p>*Additional adaptations, modifications, accommodations, and enrichment/ acceleration will be provided per IEP</p>	<p style="text-align: center;">*Additional Learning</p> <p>Opportunities for students who do not meet basic standards *Additional adaptations, modifications, and accommodations will be provided per IEP</p>	<p style="text-align: center;">*Extended Learning</p> <p>Opportunities for students who can go beyond the basic standards. *Additional enrichment/acceleration will be provided per IEP</p>
<p><i>Pennsylvania's public schools shall teach, challenge and support every student to realize his or her maximum potential and to acquire the knowledge and skills needed to. . .</i></p>						
<p>Entrepreneurship: I, VII</p>	<p>Identify opportunities for entrepreneurs</p> <p>Recognize rewards and drawbacks of entrepreneurship</p> <p>Distinguish characteristics of entrepreneurs</p> <p>Determine readiness for entrepreneurship</p> <p>Define a small business</p> <p>Compare and contrast small businesses and large corporations</p> <p>Evaluate small businesses failure</p>	<p>Teacher presentations</p> <p>Critical thinking activities</p> <p>Cooperative learning</p> <p>Manipulatives</p> <p>Note taking</p> <p>Research</p>	<p>Text</p> <p>Worksheets</p> <p>Notebook</p> <p>Internet</p>	<p>Teacher observation</p> <p>Student or group activities/projects</p> <p>Written tests/quizzes</p> <p>Homework</p>	<p>Modified tests</p> <p>Tutoring (peer or teacher-student)</p> <p>Lesson review</p> <p>Supplemental materials</p> <p>Extended time</p> <p>Access to support teacher</p>	<p>Enhanced projects</p> <p>Integrated curriculum</p>

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THOMAS JEFFERSON HIGH SCHOOL
MANAGEMENT AND MARKETING**

GRADES 11 - 12

Curriculum Strand: Entrepreneurship opportunities, continued

NBEA Academic Standards Student must be able to do	Objective Content or process student will be able to know and do	Instructional Methods	Materials/ Resources Textbooks, trade books, workbooks, software, hardware, etc.	*Assessment Procedures *Additional adaptations, modifications, accommodations, and enrichment/ acceleration will be provided per IEP	*Additional Learning Opportunities for students who do not meet basic standards *Additional adaptations, modifications, and accommodations will be provided per IEP	*Extended Learning Opportunities for students who can go beyond the basic standards. *Additional enrichment/acceleration will be provided per IEP
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	Understand entrepreneurial trends Investigate global entrepreneurial opportunities					

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GRADES 11 - 12

Curriculum Strand: Market Analysis

NBEA Academic Standards Student must be able to do	Objective Content or process student will be able to know and do	Instructional Methods	Materials/ Resources Textbooks, trade books, workbooks, software, hardware, etc.	*Assessment Procedures *Additional adaptations, modifications, accommodations, and enrichment/ acceleration will be provided per IEP	*Additional Learning Opportunities for students who do not meet basic standards *Additional adaptations, modifications, and accommodations will be provided per IEP	*Extended Learning Opportunities for students who can go beyond the basic standards. *Additional enrichment/acceleration will be provided per IEP
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Entrepreneurship: II Marketing: I, II, III, V Management: IX	Conduct a feasibility study Explore consumer behavior Understand, conduct, and analyze market research Recognize and apply the elements of the marketing mix Devise a marketing plan Develop pricing strategies Implement promotional plans Identify and develop competitive advantages	Teacher presentations Critical thinking activities Cooperative learning Manipulatives Note taking Research	Text Worksheets Notebook Internet	Teacher observation Student or group activities/projects Written tests/quizzes Homework	Modified tests Tutoring (peer or teacher-student) Lesson review Supplemental materials Extended time Access to support teacher	Enhanced projects Integrated curriculum

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Curriculum Strand: Operations management

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Management: I, II, III, IV, VI, XI, XII	Differentiate the various management theories and functions Evaluate sites and layouts Prepare and manage a sales force Forecast sales using various methods Find a management style to accent individual strengths Examine issues of managing in a global environment	Teacher presentations Critical thinking activities Cooperative learning Manipulatives Note taking Research	Text Worksheets Notebook Internet	Teacher observation Student or group activities/projects Written tests/quizzes Homework	Modified tests Tutoring (peer or teacher-student) Lesson review Supplemental materials Extended time Access to support teacher	Enhanced projects Integrated curriculum

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Curriculum Strand: Small business financing

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Management: X Economics and Personal Finance: IV, V, VI	Analyze financial data Investigate various methods of obtaining start-up capital	Teacher presentations Critical thinking activities Cooperative learning Manipulatives Note taking Research	Text Worksheets Notebook Internet	Teacher observation Student or group activities/projects Written tests/quizzes Homework	Modified tests Tutoring (peer or teacher-student) Lesson review Supplemental materials Extended time Access to support teacher	Enhanced projects Integrated curriculum

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Curriculum Strands: Marketing strategies

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Entrepreneurship: II Marketing: I, II, III, IV, V, VI	Recognize and apply the elements of the marketing mix Devise a marketing plan Develop pricing strategies Implement promotional plans Identify and develop competitive advantages	Teacher presentations Critical thinking activities Cooperative learning Manipulatives Note taking Research	Text Worksheets Notebook Internet	Teacher observation Student or group activities/projects Written tests/quizzes Homework	Modified tests Tutoring (peer or teacher-student) Lesson review Supplemental materials Extended time Access to support teacher	Enhanced projects Integrated curriculum

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Curriculum Strand: Publicity and promotions

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<p>Marketing: II, III, IV</p>	<p>Organize and promote sporting/entertaining events</p> <p>Obtain sponsorships and endorsements</p> <p>Learn process involved in representing famous personalities</p> <p>Create advertisements for products or services</p>	<p>Teacher presentations</p> <p>Critical thinking activities</p> <p>Cooperative learning</p> <p>Manipulatives</p> <p>Note taking</p> <p>Research</p>	<p>Text</p> <p>Worksheets</p> <p>Notebook</p> <p>Internet</p>	<p>Teacher observation</p> <p>Student or group activities/projects</p> <p>Written tests/quizzes</p> <p>Homework</p>	<p>Modified tests</p> <p>Tutoring (peer or teacher-student)</p> <p>Lesson review</p> <p>Supplemental materials</p> <p>Extended time</p> <p>Access to support teacher</p>	<p>Enhanced projects</p> <p>Integrated curriculum</p>

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Curriculum Strands: Legal and ethical decision-making

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Management: V Entrepreneurship: VIII Business Law: II, VIII International Business: IV	Examine the role of ethics and social responsibility in decision making Analyze how government regulations affect the entertainment industry Discover how laws protect the consumer as well as business	Teacher presentations Critical thinking activities Cooperative learning Manipulatives Note taking Research	Text Worksheets Notebook Internet	Teacher observation Student or group activities/projects Written tests/quizzes Homework	Modified tests Tutoring (peer or teacher-student) Lesson review Supplemental materials Extended time Access to support teacher	Enhanced projects Integrated curriculum